



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants	:	Jacobi, et. al.)	Group Art Unit 3622
)	
Appl. No.	:	09/850,263)	Confirmation No. 1552
)	
Filed	:	May 7, 2001)	
)	
For	:	Personalized Recommendations)	
		of Items Represented Within a)	
		Database)	
)	
Examiner	:	Donald Champagne)	
)	

AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated August 26, 2004, please reconsider the above-referenced application in view of the following amendments and remarks.